

**PRODUCTION SERVICES**  
**Mike Wallace, Creative Services Manager**  
**6600 W. Broad St., Suite 104 - Richmond, VA 23230**  
**Phone 804-521-6318, Facsimile 804-915-0707**



Prepared for: **Lightning Safety Alliance**

<b>TITLE(s):</b> Leon the Lightning Lion	<b>PRODUCER:</b> Mike Wallace
<b>LENGTH:</b> 30 seconds	<b>COPYWRITER:</b> Mike Wallace
<b>DATE:</b> March 22, 2007	<b>PROJECT:</b> [Click here and type project number]

<u><b>VIDEO</b></u>	<u><b>AUDIO</b></u>
<p>Children playing in park, shot cuts to dark sky with bolts of lightning (from supplied NOAA lightning footage).</p> <p>Leon animation walks into lower third of foreground (remains until tag) as children run for cover.</p> <p>Cut to more scenes of NOAA lightning footage.</p> <p>Cut to scenes of kids going into school.</p> <p>Scene of mom ushering little kids into van.</p> <p>Scene of kids turning off computer and video games.</p> <p>Leon animation walks off screen after delivering audio:</p> <p>Billboard with PSA sponsor logos (LPI, NOAA, LSA, UL).</p> <p><b>*“Go to <a href="http://www.struckbylightning.org">www.struckbylightning.org</a> for more information.”</b></p>	<p><b><i>Children playing in park SFX</i></b></p> <p><b><i>Strong/Loud Sound Efx of thunder.</i></b></p> <p><i>Leon:</i> HI, I’M LEON THE LIGHTNING LION, HERE TO TELL YOU... WHEN THUNDER ROARS, GO INDOORS! THUNDER IS LOUD, BUT LIGHTNING IS DANGEROUS AND CAN HURT YOU EVEN BEFORE IT RAINS.</p> <p>WHEN YOU HEAR THUNDER GO INDOORS QUICKLY. HEAD FOR A HOUSE, SCHOOL, OR LARGE BUILDING. IF YOU’RE CAUGHT OUTDOORS, GET IN A CAR, TRUCK, OR BUS... NEVER GO UNDER A TREE. STAY OFF TELEPHONES, COMPUTERS, AND VIDEO GAMES. REMEMBER, PLAY IT SAFE... WHEN THUNDER ROARS, GO INDOORS!</p> <p>Tag: BROUGHT TO YOU BY THESE PARTNERS IN LIGHTNING PROTECTION AND LIGHTNING SAFETY.</p>

We, the undersigned, agree to the following terms: the creative concept outlined in the script has been approved by **Lightning Safety Alliance** for a fee of **\$7,500 (+/- 10%)**. If applicable, Client has reviewed and approved this script for co-op requirements. Client understands that they may at any time request changes to the approved script and that these changes may incur additional charges payable by client. If production is cancelled without a minimum of 24 hours notification, accrued fees and charges will be due and payable. All incurred production charges are payable even if advertising schedule is cancelled. Client agrees to sign below prior to the production. Client understands that if the above named producer is not in possession of an approved script prior to the production date, the production will be cancelled without production charges, and that cancellation may affect your start dates.

For **Lightning Safety Alliance**

Date

For Comcast: **Mike Wallace**

Date

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